



Project Profile

Recreation and Tourism



Geotourism

Project partners and residents of the Sierra Nevada are working together to create a National Geographic MapGuide that features geotouristic assets and encourages sustainable tourism. The Geotourism Project seeks to celebrate the Sierra Nevada as a world-class destination, while contributing to its economic health and promoting long-term stewardship of the region.

Geotourism promotes a resource conscious awareness for travelers, emphasizing local conservation and sustainability. The MapGuide highlights assets of the region that are frequently overlooked and helps support and grow niche businesses in the local communities.

The Sierra Nevada Conservancy, Sierra Business Council, and the National Geographic Society have partnered to bring this internationally acclaimed program into the Sierra Nevada.

Project funding has come from multiple sources including the Sierra Nevada Conservancy, Morgan Family Foundation, a Federal Highway Administration Award for Scenic Byways, and the United States Forest Service.

